



DPC

Strategic Plan Initiatives and Goals

A working document

Strategic Plan Revision

✓ Mission Statement



✓ Vision



Goals



Objectives



Implementation (work plans)

WORKING DRAFT v.2 September 10, 2014



Anticipated products of the Strategic Plan Process

Introduction

Executive Summary

A 2-4 page full-color document.

Strategic Plan

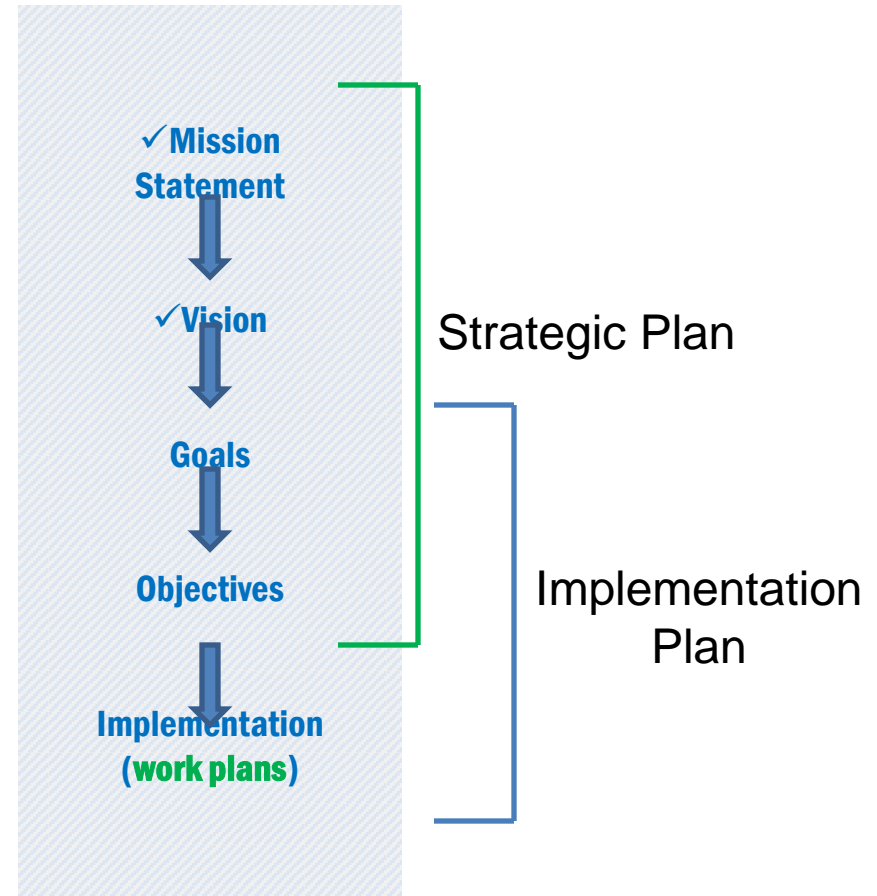
Much longer, detailing mission, vision, goals and objectives. Illustrated and full-color.

Implementation Plan

A hierarchal presentation of goals, objectives, and implementation actions. Identifies anticipated budget, timelines and other management tools.

Work Plans (staff)

Individual work assignments



Draft Mission Statement

The following draft mission statement was selected by straw vote of Commissioners:



Our Mission

“Committed to the Protection and Health of the Delta”

We protect, maintain, enhance and restore the overall quality of the Delta environment and economy. We do this with a focus on agriculture, recreation, and natural resources, while remaining mindful of the importance of the Delta to all Californians.

Draft 2020 Vision Statement

Valuing the needs of the Delta as well as the needs of the State is fundamental to achieving the Delta Protection Commission's (Commission) vision: the ideal synthesis of cultural, ecological and agricultural values in a sustainable, healthy, and celebrated way of life.

By 2020, the Commission will lead Delta interests in developing a water solution for California that ensures **water supply reliability to both Delta and outside-of-Delta interests**.

The Commission works to **expand and enrich the Delta economy**. Protection and enhancement of commercial agriculture in the Delta is essential to the economic sustainability of the Delta as a globally-important source of food production. The Commission will secure funding for the **Delta Investment Fund**, advance investments in Delta communities, and maintain a winning track record obtaining grants, developing partnerships and gaining legislative support for Commission objectives. By 2020 the Delta will be recognized and enjoyed as a prime leisure destination, agriculture and its support services will thrive, and **unique "Delta as Place" values** will be embraced statewide, nationally and worldwide.

The Commission advocates for the **safety and prosperity** of the Delta by supporting necessary maintenance and improvements for Delta levees and roads, and is committed to furthering implementation of effective emergency response planning and preparedness throughout Delta communities.

The Commission, through its strong relationships with Delta stakeholders and Capitol interests, is in a powerful position to **promote, educate and advocate for Delta interests**. Commission members will continue to deliver balanced, effective and trusted leadership of Delta interests to supporters and opponents alike, aided by dedicated, professional Commission staff.



Initiatives

What are our initiative areas?

- Strategic initiative areas have been identified by staff based on:
 - The 2006 Strategic Plan
 - The January 10, 2014 DPC Strategic Plan meeting
 - Staff input to a preliminary list by Commissioners
- Goals are presented for each area.
- These are being reviewed and modified by staff, seeking input from Commissioners.
- A draft will be created and presented to the entire Commission for review and comment.
- Ultimately Commissioners will consider approval of the final plan.

Programmatic Initiatives:

1. Water Quality and Quantity
2. Agriculture
3. Levees & Emergency Response
4. Regional Economy
5. Delta Heritage
6. Recreation

Capacity Building Initiatives:

1. Communication
2. Commission Leadership & Development
3. Funding

Water (quality and quantity)

Water is the lifeblood of the Delta. DPC seeks a reliable water supply for the Delta. At the same time, DPC is mindful of California's need for water that respects the Delta's unique values.

Goals:

1. Promote State water management solutions that protect and enhance the Delta's natural resources, agriculture, adjacent urban areas and economies.
2. Promote the benefits of through-Delta water conveyance to protect Delta water quality and water rights.
3. Promote statewide water solutions that reduce reliance on Delta water supply.
4. Advocate for relevant legislation and funding that protect the Delta's water resources.
5. We seek to maintain net-flow at levels that preserve water quality and quantities.

Water is the lifeblood of the Delta



Programmatic initiative

Agriculture

DPC works to conserve agricultural land and economically sustainable agricultural operations in the Delta.

Goals:

1. Protect and enhance long-term viability of commercial agriculture.
2. Protect agricultural lands from inappropriate non-agricultural development through the LURMP.
3. Support/disseminate /publicize land use tools to local governments to protect agricultural land use.
 - a) Use Land Use and Resource Management Plan.
 - b) Encourage buffer zones on non-agricultural lands to reduce land use conflicts.
4. Preserve and promote agricultural land conservation to support multiple goals, including commercial agricultural operations, farm support industries, and habitat enhancement/restoration values.
5. Identify and support existing agricultural operations that also achieve wildlife benefits.
6. Maximize the use of existing public lands including previously flooded islands, channel islands and waterways areas and minimize the conversion of productive Delta agricultural land for Delta restoration efforts.

Water is the lifeblood of the Delta



Levees & Emergency Response

DPC promotes the protection of life and property through emergency preparedness and response, and the maintenance and improvement of Delta levees.

Goals:

1. Promote a complete levee plan for the Delta that brings levees up to PL 84-99 standard (ACOE) for Legacy Communities.
2. Advocate for reliable funding for Delta levee maintenance and improvements.
 - a. Develop a levee funding strategy that includes private and public sources including contributions from previous non-contributors (“beneficiaries pay”).
3. Advocate for best management practices and guidelines for levee maintenance.
 - a. Strengthen collaborative partnerships to improve levee maintenance
 - b. Advocate to use best available technology to address emerging problems (e.g. climate change, sea level rise, “fat levees,” and adaptive management)
 - c. Protect private property rights in relation to levee improvements
4. Work with local, state, and federal government to protect Delta communities, property, and infrastructure.
 - a. Support unified Emergency Plan for Delta
 - b. Educate and promote emergency preparedness

Water is the lifeblood of the Delta



Programmatic initiative

Regional Economy

DPC promotes a robust regional economy while protecting agriculture, natural resources and cultural values of the Delta.

Goals:

1. Lead the implementation of the Economic Sustainability Plan (ESP) recommendations.
2. Update ESP as needed.
3. Conduct monitoring and research, and report on regional economic conditions.
4. Identify regional infrastructure needs, opportunities, and "ensure that future development is aligned with economic sustainability strategies" (ESP recommendation) and maximizes Delta regional benefit.
5. Advocate for funds to facilitate regional economic development projects with Delta Investment Fund.
6. Ensure compliance with the Land Use and Resource Management Plan.
 - a) County General Plans
 - b) Project review
 - c) Review state, federal, and regional projects

Water is the lifeblood of the Delta



Programmatic initiative

Delta Heritage

DPC works to promote the Delta's unique cultural and natural heritage.

Goals:

1. Protect and enhance the unique cultural values of the Delta as a unique and evolving place. Work to establish:
 - a. Delta Heritage Area Initiative (DelHAI) and/or National Heritage Area (NHA)
 - b. Promote the protection of the historical and cultural resources of the Delta
 - c. Asian Pacific Islander Heritage Corridor
 - d. Great California Delta Trail
2. Promote and advance the Delta's Cultural Heritage by:
 - a. Facilitate broad understanding of "Delta as Place": its history, economy, culture and opportunities.
 - b. Develop an appreciation of the Delta by communicating the Delta's Story through marketing and branding.
3. Facilitate joint agency habitat restoration and enhancement projects.
4. Promote and enhance natural heritage qualities, such as Pacific Flyway and agriculture coexisting with habitat values.
 - a. Periodically review and assess the inventory of existing state lands and habitat.

Water is the lifeblood of the Delta



Programmatic initiative

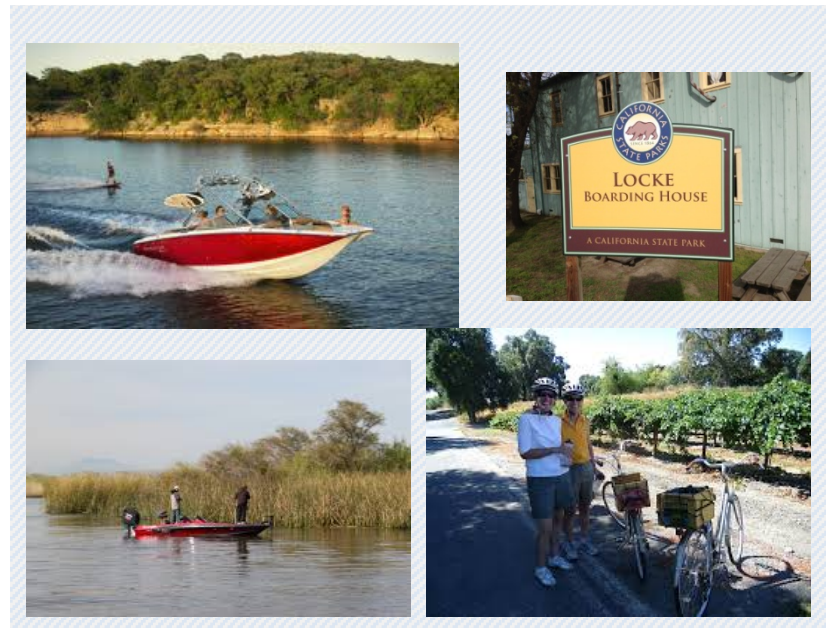
Recreation

DPC promotes continued recreational use and tourism of the land and waters of the Delta.

Goals:

1. Encourage recreation and tourism in the Delta. Support the construction, maintenance, and operation of recreational facilities in a manner that is consistent with the DPC policies and state statutes.
2. Encourage protection of private lands from unauthorized recreational uses by promoting recreational opportunities on public lands.
3. Promote public-private partnerships and multiple-use of Delta lands for recreation.
4. Implement the Great California Delta Trail by continuing planning, support and collaboration efforts.
5. Promote and encourage Delta-wide coordination, and collaboration on boating, boating safety, and waterway related programs.
6. Work with State Parks Division of Boating & Waterways, US Coast Guard and other local agencies on an updated marine patrol strategy, including the removal of abandoned vessels
7. Partner with local agencies to promote docks, trails, boat launches and other recreation facilities.

Water is the lifeblood of the Delta



Capacity-building initiative

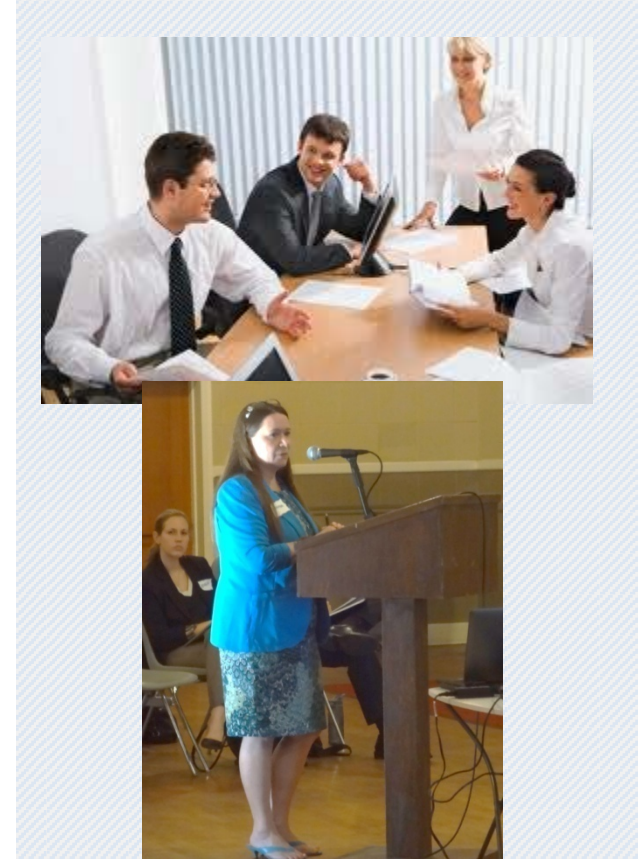
Communication

DPC is the voice of those that live, work, and recreate in the Delta.

Goals:

1. Develop a **DPC Communication and Outreach Plan** that covers all program areas with a clear and coordinated message.
 - a. Identify audience
 - b. Clear message
 - c. Method of outreach (communication media)
 - d. Implementation
2. Collaborate or partner with others where appropriate, such as: economic, recreation, and “Delta as Place”.

Water is the lifeblood of the Delta



Commission Leadership and Development

DPC works to create effective and efficient leadership by developing and supporting effective Commission membership and talented support staff.

Goals:

1. Support **Commission** membership to operate at their most effective level.
 - a. Develop and implement Commissioner Orientation program.
 - b. Ensure well-informed and prepared Commission members.
 - c. Maintain meeting attendance norms and processes.
2. Create subcommittees for Commission initiatives
 - a. Finance
 - b. Marketing
 - c. Agriculture
 - d. Delta Heritage
3. Maintain a productive **support staff**
 - a. Maintain adequate staff and funding for agency operations.
 - b. Annually review staffing needs, expertise and organizational capacity.
 - c. Develop an implementation plan and corresponding staff work plans.
 - d. Evaluate long-term needs for positions and levels of expertise.

Water is the lifeblood of the Delta



DPC seeks to fully develop funding sources permitted under the Act for the benefit of the Delta.

Goals:

1. Increase funding for Commission priorities by pursuing grants, partnerships and budget change proposals.
2. Continue to maximize operational efficiency.
3. Seek funding for Delta Investment Fund.

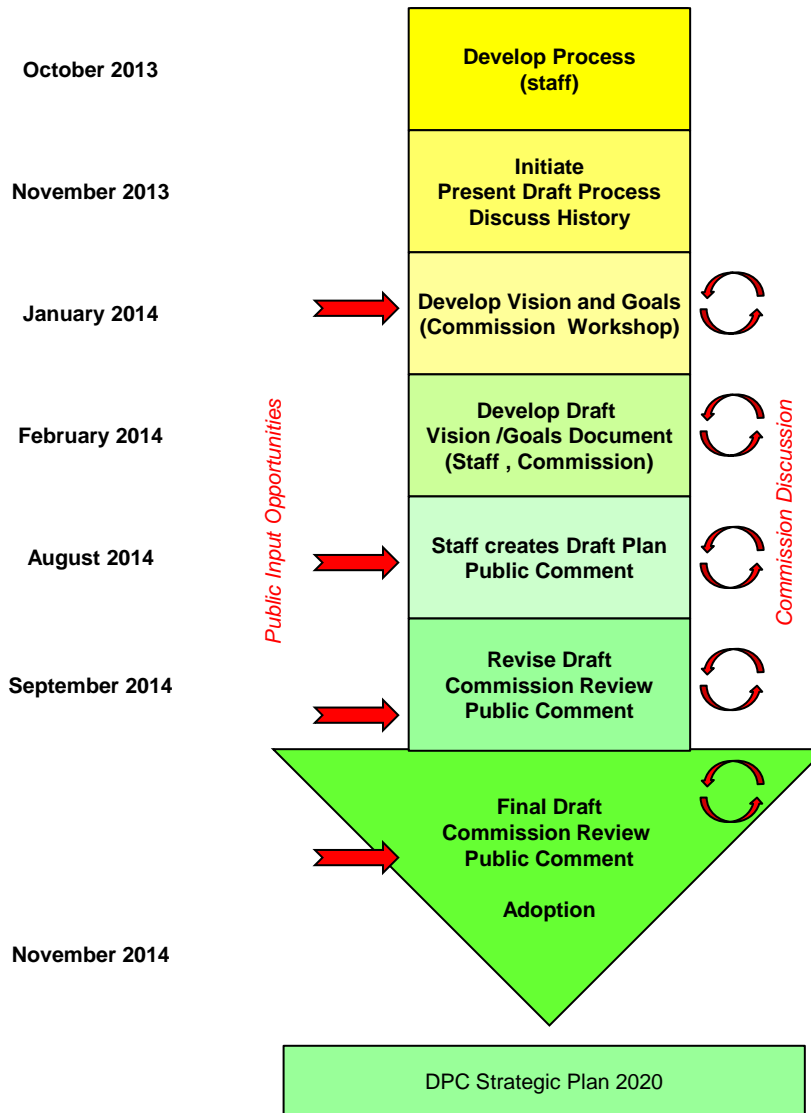
Water is the lifeblood of the Delta



DPC Strategic Plan Revision Process

Target Dates

Actions



Next Steps

- These initiatives and goals will be reviewed and modified by staff working with a small working group of Commissioners.
- A draft will be created and presented to the entire Commission for review and comment at its September meeting.

Introduction

Theme Areas

Programmatic
Goals

Capacity Building
Goals

Next Steps

Conclusion

Conclusion

- Please feel free to provide comments on the initiatives and goals presented in this document.
- Comments can be given to :

Jim Nelson

Delta Protection Commission

nelsonfacilitation@gmail.com

(530) 275-1590 home office

(530) 945-3104 cell

Raymond Costantino

Delta Protection Commission

raymond.costantino@delta.ca.gov

(916) 375-4534

